

“As a Bangladeshi community our knowledge and understanding of engaging BAME disabled participants is limited, GOGA has really opened our eyes to creating more inclusive activity”

- Humayun Islam

GOGA Key Learning - Rising to the challenge of inactivity

- Breaking down sport and physical activity to just ‘activity’ - many communities may be put off by sport but shaping the offer as ‘activity’ with health and social benefits may help engage the inactive.
- Being creative with spaces, sports centres and gyms may not be the best place to target inactivity, community centres and faith centres as venues are more accessible and comfortable for BAME Groups.
- Using faith centres as a means of engaging the community and developing interventions has been very successful. Faith plays a central role to many BAME communities and the reach can be massive if done in the right way.
- Consider separate spaces and offers to attract and meet the cultural needs of some BAME women and girls.
- Diversity of coaches and workforce is really important, ensuring that coaches and deliverers are from the community, understand and reflect the community can support positive engagement with inactive groups.

Get Out Get Active (GOGA) and Sporting Equals

Launched in 2016, the Get Out Get Active (GOGA) programme, funded by Spirit of 2012, is providing opportunities to reach the UK’s very least active disabled and non-disabled people in fun and inclusive activities together.

Sporting Equals work to support and engage BAME communities into sport and physical activity, through GOGA we have gained further insight into BAME communities and their engagement with people with disabilities. Our findings show that BAME communities lack

understanding and opportunities to engage with people with disabilities citing various reasons such as , cultural, lack of knowledge and fear of unknown.

Our approach has been to work directly with BAME led organisations to support them to understand disability in their community and how best to support and create opportunities.

Working with faith and community organisations gives us a better understanding of challenges and barriers they face. We have used the learning from

GOGA to help work towards supporting these organisations to create more tailored physical activity offers for the community they serve.

‘I had someone with a hearing problem which they did not tell me about, this caused a problem with their ability to hear instructions making it difficult for the instructor’.

- Sporting Equals 2018 Insight Focus Group



“Our thoughts going into the project was that we would have to overhaul and make significant changes to engage disabled people, what we have learnt from GOGA is making some slight changes and thinking about the needs of users is the main thing - anyone can do it!”

- British Muslim Heritage Centre

Doing things differently:

- We have focused on working with faith centers to pilot bespoke projects. Many BAME communities identify themselves by faith and faith is a center part to their lifestyle. Faith centers play a key role within the community. Utilizing our Faith Centre Model we have worked with centers such as the British Muslim Heritage Centre and Khizra Mosque to upskill community leaders and coaches through inclusive training who are then able to adapt approaches and deliver sessions within the community.
- The impact has been a better understanding developed from faith centers on how to engage people with disabilities and increased attendance of participants to physical activity sessions.



Resources and further information:

- Sporting Equals website and information portal www.sportingequals.org.uk
- Sport England <https://www.sportengland.org>
- British Ethnic Diversity Sports Awards, (BEDSA) www.bedsa.co.uk
- Women In Sport <https://www.womeninsport.org>
- Sikh Sport UK <https://www.sikhsport.co.uk/>
- Muslim Sports Council www.muslimsportsCouncil.co.uk
- Scottish Ethnic Minority Sports Association www.semsascotland.com;
- Muslim Womens Sport Foundation <http://www.mwsf.org.uk>

Get in touch and find out about opportunities available to you in your local area:

- uahmed@sportingequals.org.uk
- www.sportingequals.org.uk
- 0121 777 1375

#GetOutGetActive

Talk to me principles to help drive participation

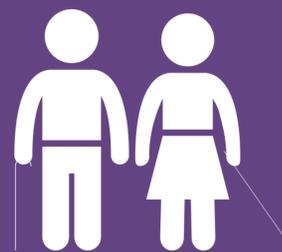
Drive awareness

1. Use the channels I already trust
2. Stay local to me



Engage the audience

3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways



Offer support and reassurance

6. Reassure me I’m going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me through existing advocates

